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Englewood

Make Surplus Cotton WORK

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Building better living
out of our oversupply of cotton
turns the farm surplus into
a national blessing.
Grover B. Hill



America's South is still the Land of COTTON

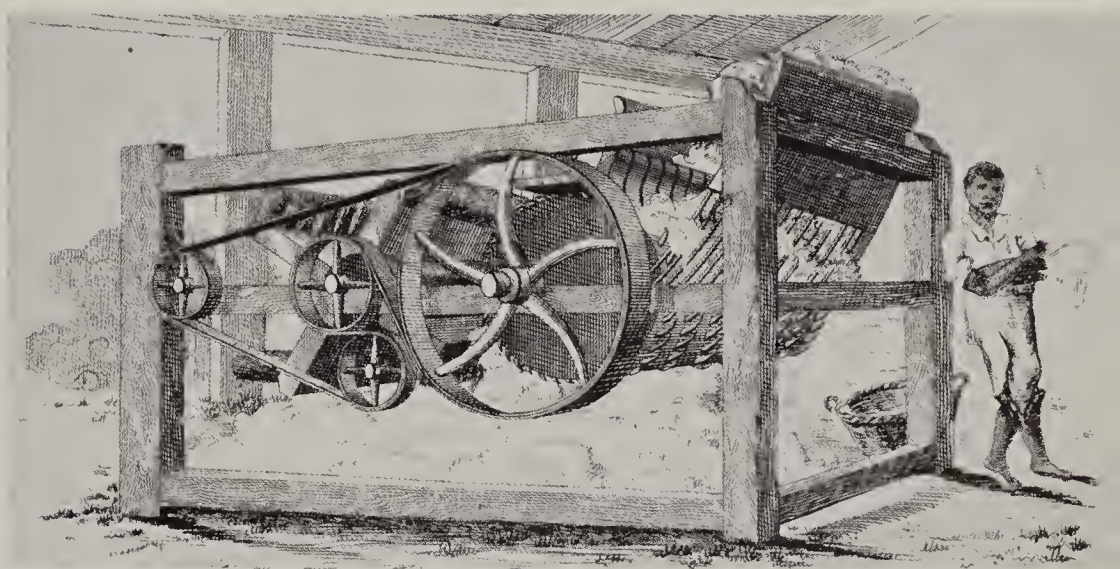
FOR ALMOST 150 years American cotton has been one of the important raw materials on which United States agriculture grew and thrived by exporting the surpluses abroad.

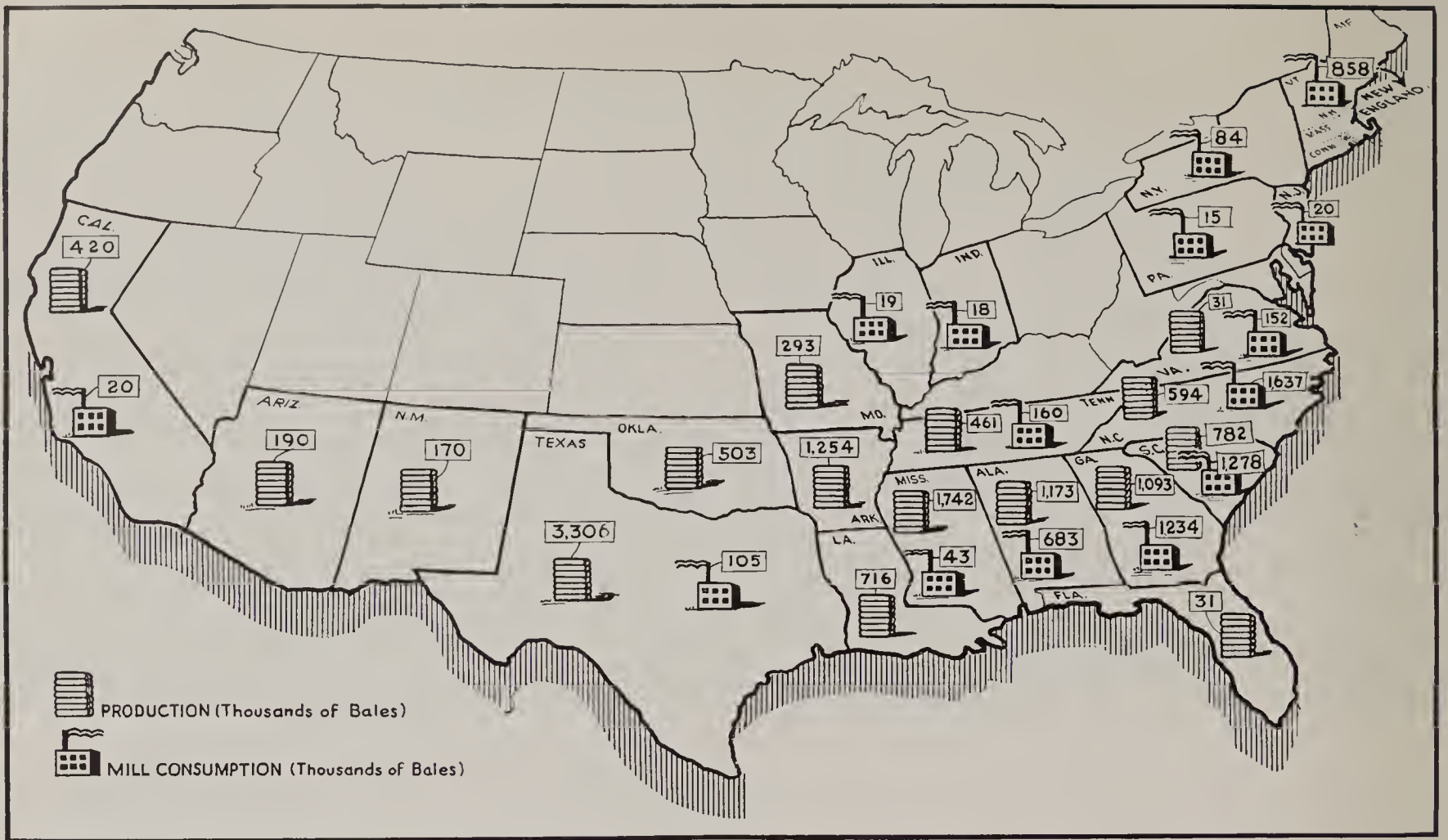
American cotton early became popular among spinners all over the world. Spinners were glad to pay a premium for the clean, uniform fiber.

In the early days of the cotton industry all work was done by hand. Then Eli Whitney invented the cotton gin, and improvements in spinning and weaving technique made mass production of cotton goods possible.

Today 2 million farmers, 10 million farm people, look to cotton for a living. Another 3½ million people, ginners, handlers, buyers, exporters, shippers, processors, are dependent on the cotton industry.

Twenty-five million acres of land are planted to the crop.





The map above shows the 5-year average (August 1934-July 1938) of total cotton production and mill consumption in the leading cotton producing and manufacturing States. Some cotton is also grown in

Kansas, Illinois, and Kentucky. Mill consumption shown for the New England States includes output of mills in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont.

Cotton production, manufacture, distribution, and consumption make up an essential part of our national economy. The cotton farms of the South and the mills and factories producing cotton products in many parts of the United States are mutually dependent.

For a while the boll weevil threatened the industry. It has, in a large measure, been controlled by science and better crop man-

agement. New, early maturing varieties were developed to beat the boll weevil. At first these early varieties lacked proper staple length. Through the cooperation of experiment stations and organized one-variety cotton community associations, rapid progress is being made toward selecting the most desirable varieties.



The Cotton Surplus ... a problem and an opportunity

IN THE warehouses of the United States are millions of bales of American surplus cotton. In these bales, also, are the possibilities for better living standards for millions of Americans. The question how to make this cotton available to the people who need it is being answered by such projects as the Cotton Stamp Plan and the cotton-mattress program.

Reduction of the cotton surplus is both a production and a consumption problem. To meet the production problem, cotton farmers have, since 1933, diverted millions of acres to soil-building and soil-conserving crops. The introduction of these improved farm practices has contributed toward reducing the surplus, conserving the soil, improving the quality of cotton, and improving the health of millions of farm families through use at home of food and feed crops grown on some of the acres diverted from cotton. A better living is resulting from better land use.

Changes in world demand for cotton are partly responsible for lessened use of American cotton. Since the relatively prosperous years of the 1920's the export market for American cotton has shrunk, and consequently the American surplus has increased. World uncertainty today makes it impossible to foretell how we can regain our fair share of the former world export market. But it is in the interest of all—cotton farmers, workers, and the Nation—that we maintain a sizable foreign outlet for part of our annual cotton crop. To do so may require a different approach from year to year. In the export subsidy program, for instance, conducted by the Surplus Marketing Administration during the fiscal year 1940, assistance was extended to the export of nearly 6½ million bales of cotton in the form of cotton and cotton goods. This is nearly twice as much as that exported in the previous year.





That there has been a definite decline in the use of cotton in the United States is shown in the decrease of the average per capita consumption in the United States in the period 1930-38 as compared with consumption in the two previous 10-year periods. In 1910-20 the average annual per capita consumption of cotton in the United States was 27.1 pounds; in 1920-30, 25.2; and in 1930-38, 22.3.

This challenge is being met in various ways by turning surplus cotton into useful channels. During the past year many thousands of rural women and members of home demonstration clubs have made a pledge to use at least 50 pounds of cotton in one way or another in their homes during the year. This is their part in a widespread use-more-cotton campaign. Many retail stores and shipping centers are doing their part and, incidentally, profiting by featuring cotton specials, displaying cotton products prominently in show windows, and otherwise pushing the sale of cotton.

Several Government programs, endorsed by associations of growers, manufacturers, and retail distributors, have been launched for the purpose of increasing consumption of cotton among low-income groups. One of these is the cotton-mattress program. Another is the Cotton Stamp Plan. Although the Cotton Stamp Plan is confined to certain cities and areas, it provides an outlet for surplus cotton among thousands of low-income families. In communities where it is in effect it also promotes increased sale of cotton goods generally.





United States Cotton Ginning Laboratory,
Stoneville, Miss.

Research Aids the Cotton Industry

SCIENCE is of increasing importance to all phases of cotton production and manufacture. Through research in private, State, and Government laboratories, progress has been made in refining the manufacture of cotton textiles. New strains and varieties of cotton are being developed by experiment stations.

When the boll weevil threatened to wipe out the cotton industry of the South, growers turned to short-staple varieties which matured early. But these new varieties lacked the character that makes American cotton popular with spinners. Agricultural research workers were called upon to develop new strains that combined early maturing characteristics with more desirable staple length.

Research is concerned with finding new uses for cotton and thus developing new markets. When properly treated, for instance, cotton is an excellent insulating material for houses. New ways of using it for construction work, from building homes to making highway pavements, have been worked out in the research laboratories. Some of the many new uses developed are shown on the next page.

Research is pointing the way to new equipment, new machinery, and new ways to improve cotton products. Although most of the machines used in cotton manufacture were invented a hundred or more years ago, improvement in the equipment through research has streamlined the industry to satisfy today's market demands.

Sampling cotton for one-variety cotton growers' association.



Test gins being inspected in research laboratory.





Practical New Uses for Cotton

EXHIBITS and demonstrations conducted by the Government in cooperation with business and educational institutions are pointing the way toward expanding old uses and popularizing the many new practical ways in which cotton can serve the home, community, and Nation.

Cotton products are proving themselves practical in many new fields. Not only do some of these uses open the way for potential new markets, but they offer the possibility of using cotton as a substitute for materials that must be imported.



Cotton fabric used to protect tree seedlings from rains and birds.



Close-meshed cotton fabric aids tobacco farmers in fumigating tobacco seedbeds.



Tenting material can now be fireproofed, affording greater safety to camp life.



Cotton-curing mats aid in the curing process of concrete-highway construction.



Cotton fabric of a special type prevents damage to cuts and fills in road building.



Cotton fabric keeps shrubs in place until firmly rooted along highways.



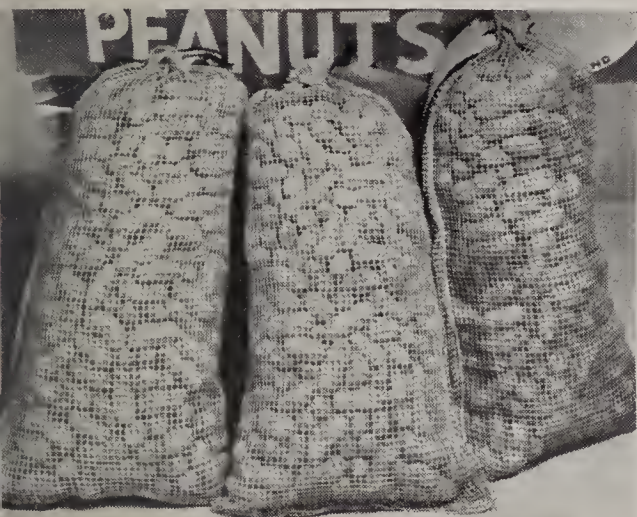
Cotton linings are used in building ditches and canals in arid sections.



Special-warp cotton fabric is applied with asphalt for repairing metal flume.



Waterproofed, cotton-padded beehive hoods protect bees from winter weather.



Cotton bags for packaging peanuts. Uses for cotton bagging are many.



Cotton used as a decking material on porches.



Fireproofed cotton canvas lessens fire hazard.



Durable and lasting cotton fabric used as side wall and roof material.



Fireproof cotton insulation converts farm pantries into modern food-storage plants.



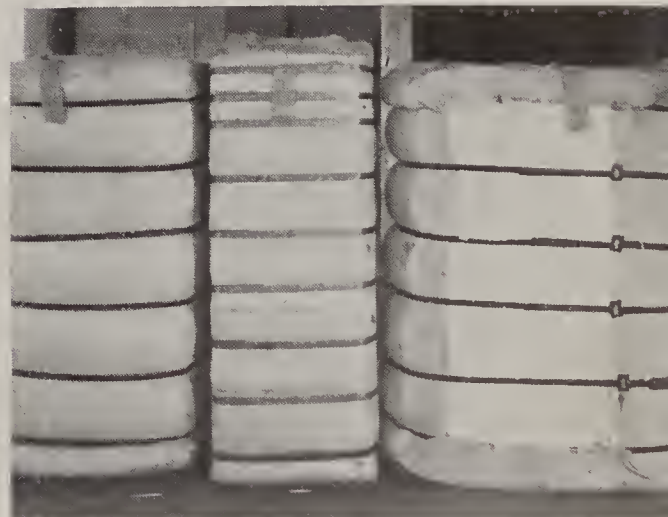
Specially treated cotton canvas covers offer protection against rain and fire.



Cotton canvas covers for boats and yachts save paint and lessen weather damage.



Cotton duck covers protect cargoes against the seven seas.



American cotton bales can be packaged in neat cotton bagging.

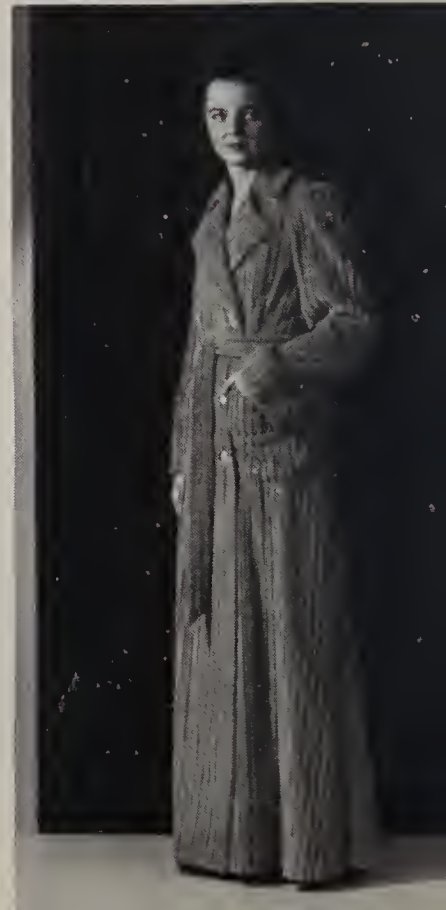


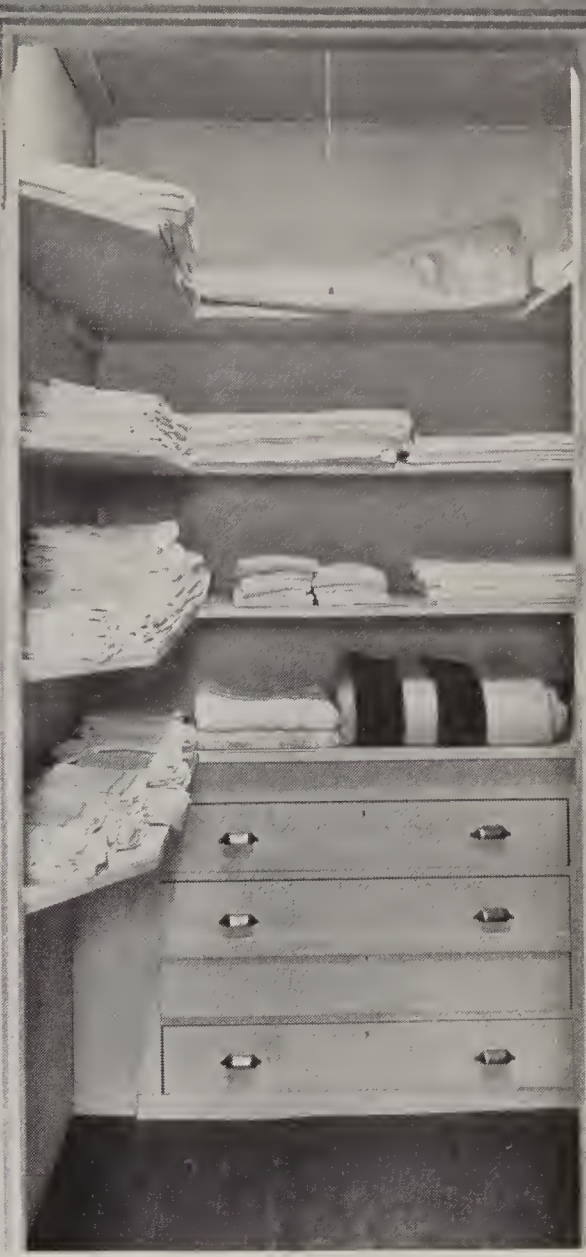
Use More Cotton for Better Living

IN THE interest of promoting wider use of cotton, the Government and yarn manufacturers have developed new methods to improve the quality of cotton products. This has brought cotton yarn with knitting qualities suitable for use on silk-stocking machines. Stockings made on these machines are attrac-

tive, economical, and practical. The better-quality cotton yarn has also improved the quality and texture of cotton underwear.

In recent years great progress has been made in developing new cotton fabrics. These are available in hundreds of colors, designs, and patterns suitable for all purposes.





For work or play, cotton clothes cannot be surpassed. Children of every age and size enjoy the freedom and comfort of cotton garments. New developments in preshrinking of cotton materials permit frequent washing without shrinking.

In the home, cotton serves in many ways. Practical uses range from towels and tablecloths to rugs, bath mats, curtains, and draperies.



The Cotton-Mattress Program

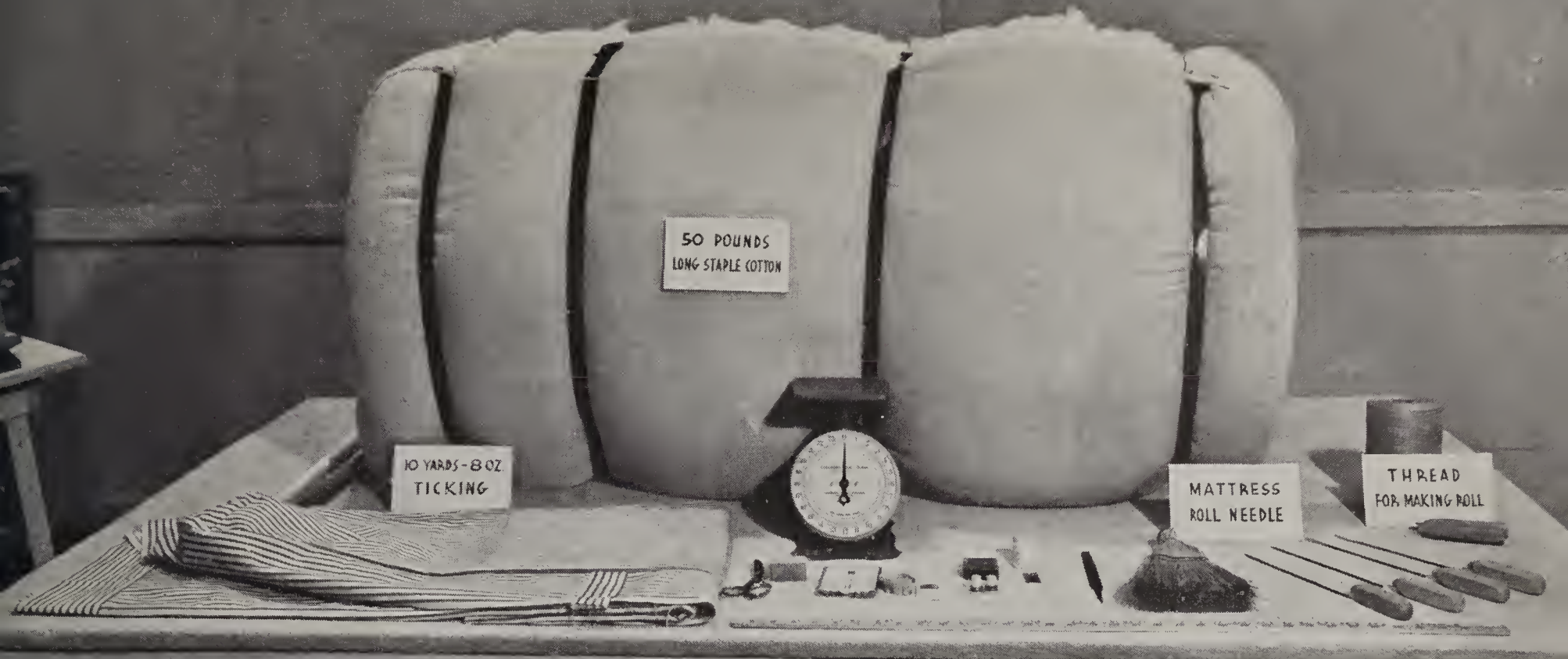
THE COTTON-MATTRESS demonstration program is an educational undertaking intended to encourage the consumption of cotton by teaching people who cannot afford to buy mattresses how to make them from cotton for home use.

Under the cotton-mattress program, low-income families are able to obtain 50 pounds of free cotton plus 10 yards of cotton ticking for making a mattress. This is made possible through the cooperation of the Surplus Marketing Administration, the Agricultural Adjustment Administration, and the Federal and State Extension Services in distributing the surplus cotton to needy families. The cotton and ticking are furnished by the Surplus Marketing Administration to low-income farm families, and these families are shown how to make their mattresses.

In more than 11,000 community work centers, thousands of cotton mattresses are being made. Members of 4-H Clubs are learning cotton-mattress making in connection with bedroom demonstrations.

Within 3 months after the cotton-mattress demonstration was begun, in February 1940, 237 of the 900 counties participating in the program reported 150,442 mattresses made and taken home.





THIS IS WHAT IT TAKES TO MAKE A MATTRESS

The picture above shows what it takes to make a cotton mattress: A work table 83 inches long, 61 inches wide, and about 36 inches high; 50 pounds of lint cotton; 10 yards of 8-ounce ticking, 32 inches wide; a mattress-roll needle; strong waxed cord for stitching the roll; a heavy sewing thread for stitching the seams; a steel file to sharpen the roll needle; a yardstick and tape for measuring and making the tick; a couple of poles 1½ to 2 inches in diameter and 5 or 6 feet long for beating the mattress (broom handles or hoe handles will serve this purpose); scales that will register at least 5 pounds; and such regular household sewing equipment as thimble, scissors, sewing needles that will carry No. 20 thread, beeswax to rub the cord used for sewing the roll to prevent knotting and make sewing easier.

In cutting and making the tick, accurate measurements are essential. A good, strong grade of ticking helps to keep the mattress firm and in good shape and prevents dust from sifting through. The tick must be sewed carefully; the stitching must be firm and put in with strong thread, since there is considerable strain on all the seams. Two handles





made of 2-inch bands of ticking are placed on each side of the mattress 15 inches from the corners, so that the mattress can be picked up easily.

Once the tick is made the next job is to fluff and pack the cotton into it. Sometimes the tick is filled with loose cotton. If it is desired to keep the cotton in the form of bats or layers, they are hand fluffed and kept uniform. These layers are placed in the tick so that the edges just meet. Several times while the mattress is being made the top of the tick is brought over the cotton and pinned with large safety pins to hold the edges together while the mattress is beaten to distribute the cotton evenly.

After the sides and ends of the tick are sewed carefully, the mattress is beaten on both sides to fluff the cotton and to distribute it more evenly. The roll edge keeps the cotton in place and reinforces the boxing seams and helps to hold the mattress in shape. If the mattress is to be tufted, a needle 14 to 16 inches long is used. Tufts are usually placed in three rows crosswise of the ticking and five rows lengthwise.





Seventy-five pounds of cotton is used on each bed equipped with a cotton mattress, bedding protectors, two sheets, two pillow slips, a lightweight quilt or cover, and a bed-

spread. Sheets for a double bed should be 90 inches wide and 108 inches (3 yards) long if they are to be large enough to tuck under the mattress well and fold back over the cover.



A TREMENDOUS increase in the domestic consumption of cotton is needed within the next few years in the channels already established and indicated in this publication. In addition, research is constantly developing new uses. See your county home demonstration agent for additional information.

11 million bales of surplus cotton offer great opportunities for better living in American homes.

To make needed mattresses alone will take two million bales.

Putting that cotton to work will benefit 12 to 14 million people dependent directly on cotton for a living and will stimulate business generally.

See your county home demonstration and agricultural agents about mattress making and other ways to turn surplus cotton into better living.

EXTENSION SERVICE, UNITED STATES DEPARTMENT OF AGRICULTURE



**Turn Surplus Cotton
into**

BETTER LIVING

Extension Service

UNITED STATES DEPARTMENT OF AGRICULTURE

Washington, D. C.